

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

MRKT 600

APPLIED MARKET RESEARCH

COURSE DESCRIPTION

This course will provide learners with the latest theory and practices in marketing research. Building on the knowledge and skills attained in BUSI 614 Marketing Research, students will identify and apply the right techniques appropriate for the context to develop viable action plans for marketing management and (future) clients.

RATIONALE

In today's business environment, it is essential for marketers to understand how to provide a client or business with the market research needed to make actionable decisions. To do this, MS Marketing students must have not only a thorough understanding but also possess the practical skills necessary to plan, perform, and analyze marketing research. This course is intended to be a hands-on application course, helping students to gain experience and develop the necessary skills to provide (future) clients with informed and applicable marketing information.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Integrate biblical principles within the context of applied marketing research.
- B. Apply marketing research techniques and analysis tools to real-world business problems.
- C. Explain assumptions underlying research methods and limitations when applied in various contexts.

- D. Analyze research data to develop viable action plans for marketing management.
- E. Develop a marketing research plan proposal for a real-world marketing problem.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (5)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be at least 300 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 200 words.

- D. Research Topic Selection

The student will select a research topic in marketing to be approved by the instructor for use in the Literature Review, Qualitative Research Prospectus or Quantitative Research Prospectus assignments. In the Research Topic Selection assignment, the student will submit at least 500 words providing an overview of the chosen marketing research topic, the reason for selecting the topic, and at least 5 peer-reviewed journal article references in current APA format that pertain to the topic. Topics involving special populations or physically or psychologically invasive, intrusive, or stressful procedures will not be approved by the instructor.

- E. CITI Certification

Collaborative Institution Training Initiative (CITI) Program's Human Subject Research (HSR) course modules cover the historical development of human subject protections as well as current information on regulatory and ethical issues. The content covered in this learning activity provides the student with necessary information for research studies involving human subjects. The student will register with CITI and complete the HSR course for "Students conducting no more than minimal risk research." Upon completion, the student will upload his/her CITI Certification to Blackboard.

- F. Literature Review

The student will write a Literature Review on the marketing research topic approved by the instructor. The paper will be a comprehensive thematic review of scholarly literature related to the selected topic. The paper must be written in strict conformance to current APA standards, contain at least 10 pages of content (excluding the title page, abstract, and references), and utilize at least 20 scholarly, peer-reviewed references.

G. Interview Transcripts

As part of the Qualitative Research modules, the student will be required to conduct 2 recorded interviews lasting a minimum of 5 minutes each. After the interviews, the student will transcribe the interview content verbatim, code the content to identify emergent themes, and submit the transcripts via SafeAssign in Blackboard.

H. Survey Instrument

As a part of the Quantitative Research modules, the student will prepare a survey instrument to be administered to a convenience sample. The survey instrument may be an existing, validated instrument or constructed by the student, and should be used to collect data appropriate to answer a quantitative research question. After the survey is administered, students will perform statistical analysis, interpret results and submit the assignment via SafeAssign in Blackboard.

I. Qualitative Research Prospectus OR Quantitative Research Prospectus

The student will have the option to choose between completing either a Qualitative Research Prospectus or a Quantitative Research Prospectus that includes an introduction to the research topic, literature review, procedures/methods, anticipated ethical issues, preliminary pilot findings, expected outcomes of larger study, recommendations for future research/marketing management, and appendices. The paper must be written in strict conformance to current APA standards, be a minimum of 20 pages of text (excluding title page, abstract, references, and appendices), and contain the required headings/sections provided in the assignment instructions.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (3 at 50 points ea; 2 at 100 points ea)	350
Research Topic Selection	50
CITI Certification	50
Literature Review	150
Interview Transcripts	100
Survey Instrument	100
Qualitative OR Quantitative Research Prospectus	200

Total 1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

MRKT 600

Textbooks: Alreck & Settle, *The Survey Research Handbook* (2004).
Creswell, *Research Design* (2014).
Moksowitz & Gofman, *Selling Blue Elephants* (2010).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Alreck & Settle: chs. 1–3 Creswell: chs. 1, 7 Moskowitz & Gofman: chs. 1–3 1 presentation	Course Requirements Checklist Class Introductions Graduate Level Business Program Assessment DB Forum 1 Research Topic Selection	10 0 0 50 50
2	Creswell: chs. 2, 3 & 5 Moskowitz & Gofman: chs. 4–5 1 presentation	CITI Certification Literature Review	50 150
3	Alreck & Settle: ch. 4 Creswell: chs. 6, 9 Moskowitz & Gofman: chs. 6–7 1 presentation	DB Forum 2	100
4	Alreck & Settle: chs. 8–9, and 12; appendix A Creswell: ch. 4 2 presentations 1 video	Interview Transcripts	100
5	Alreck & Settle: chs. 5–7 Creswell: chs. 6, 8 2 videos	DB Forum 3	100
6	Alreck & Settle: chs. 9–11, appendix B Moskowitz & Gofman: chs. 8–9 1 presentation	DB Forum 4	50
7	Alreck & Settle: Moskowitz & Gofman: chs. 10–12 1 video 5 lecture notes	DB Forum 5 Survey Instrument	50 100

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
8	Alreck & Settle: ch. 12, appendix A & C Creswell: ch. 8-9 1 presentation	Choice of Qualitative Research Prospectus OR Quantitative Research Prospectus	200
TOTAL			1010

DB = Discussion Board

NOTE: Module/Week one begins on **Monday** and ends at 11:59 p.m. (ET) on **Friday**.
Modules/Weeks 2-8 begin on **Saturday** and end at 11:59 p.m. (ET) on **Friday**.